

## Message Text

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ACTION EA-09

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R 260820Z APR 76  
FM AMEMBASSY TOKYO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 8718

UNCLAS TOKYO 6091

FOR OIM/WELCH

E.O. 11652: N/A  
TAGS: BEXP, JA  
SUBJECT: CLOSE-OF-EXHIBITION REPORT, INDUSTRIAL PROCESS CONTROL  
INSTRUMENTATION EXHIBITION, APRIL 19-24, 1976, U.S. TRADE CENTER,  
TOKYO

1. U.S. PARTICIPANTS SEEKING REPRESENTATION: FIVE

(A) SALES REPRESENTATIVES APPOINTED: THREE  
(1) EXPECTED NEXT 12 MONTHS: EIGHT  
(2) LEADS OBTAINED: THIRTY-FOUR

(B) LICENSEE AGREEMENTS SIGNED: ZERO  
(1) EXPECTED NEXT 12 MONTHS: ONE  
(2) LEADS OBTAINED: FOUR

(C) JOINT VENTURE AGREEMENTS SIGNED: ZERO  
(1) EXPECTED NEXT 12 MONTHS: ONE  
(2) LEADS OBTAINED: FOUR

2. SALES:

(A) ACTUAL DURING EVENT: \$120,550  
(1) NEW-TO-MARKET: \$120,550  
(2) OLD-TO-MARKET: 0

(B) EXPECTED NEXT 12 MONTHS: \$10,935,000  
(1) NEW-TO-MARKET: \$10,535,000  
(2) OLD-TO-MARKET: \$400,000

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(C) LEADS OBTAINED: 1,578  
(1) NEW-TO-MARKET: 1,486  
(2) OLD-TO-MARKET: 92

3. REGISTERED VISITORS: 1,500 (1,605 HAND-COUNT)

4. TOTAL PARTICIPANTS: TWENTY-NINE REPRESENTING THIRTY-FOUR  
U.S. EXHIBITORS

(A) NEW-TO-MARKET: TWENTY-SIX

(B) OLD-TO-MARKET: THREE

(C) FULLY ACHIEVED PRIMARY PARTICIPATION OBJECTIVE: TWENTY

(D) PARTIALLY ACHIEVING PRIMARY PARTICIPATION OBJECTIVE: NINE

(E) FAILING TO ACHIEVE PRIMARY PARTICIPATION OBJECTIVE: NONE

(F) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.:  
TWELVE

5. NARRATIVE:

THE EXHIBITION WAS A GREAT SUCCESS WITH TOTAL SALES RESULTS  
OF \$11,055,550 (12MONTHS SALES PROJECTION AND SALES DURING EVENT  
COMBINED). ACCORDING TO INFORMATION AVAILABLE AT TC, ABOVE FIGURE  
REPRESENTS LARGEST TOTAL OF ALL TRADE CENTERS' SALES RECORDS FOR  
IPC EXHIBITIONS. ONLY NINE PARTICIPANTS INDICATED THEIR PRIMARY  
PARTICIPATION OBJECTIVES WERE PARTIALLY ACHIEVED AND REST INDICATED  
FULL ACHIEVEMENT.

DECREASE IN VISITOR ATTENDANCE ANTICIPATED DUE TO THREE  
DAY NATION-WIDE TRANSPORTATION WORKERS STRIKE LAUNCHED DURING  
EXHIBITION PERIOD WAS WELL COVERED BY EXTENDING SHOW OPENING TO  
TRADE FROM APRIL 19 THROUGH 24. THIS BROUGHT TOTAL OF 1,500  
REGISTERED VISITORS. OPENING CEREMONY AND RECEPTION WAS CONDUCTED  
EVENING OF APRIL 19 AS SCHEDULED WITH HOST, MINISTER THOMAS P.  
SHOESMITH, EMB DEPUTY CHIEF OF MISSION, JOINED BY JAPANESE GUEST  
OF HONOR, MR. RENZO TAGUCHI, PRESIDENT, THE JAPAN MACHINERY  
FEDERATION, AND CHAIRMAN, ISHIKAWAJIMA-HARIMA HEAVY INDUSTRIES.  
HODGSON

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## Message Attributes

**Automatic Decaptioning:** X  
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